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# **NEW MEDIA, BUSINESS REPORTING AND THE CHALLENGE OF POVERTY AMONG NIGERIAN WOMEN**

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**Abstract:**

*As the world faces the challenge of poverty affecting over 70 percent of the world's population, particularly the women, and traditional media are seen as deficient in carrying development messages to the grassroots where poverty is most pervasive, the role of the new media in engendering development has become increasingly apparent. This paper examines the impact and interplay of both traditional and new media as change agents to inform, educate and mobilize for citizens' participation in business and economic activities. It questions the watchdog role of the traditional media with respect to the government and the business class; and observes the watchdog role to be patently deceptive in the prevailing socio-economic circumstance where most media have become full business outfits. Anchored on the media richness and democratic participant media theories, the paper explores the potentials of new media in communicating poverty reduction strategy. It concludes that the dearth of useful information is a core reason why most Nigerian women have remained defeated in the fight against poverty.*

**Keywords:** *new media, business, reporting, poverty, women*